

**Behavioral Risk Factor Surveillance
Survey Data for the State of
California and Its Regions
for Calendar Year 2005**

and

**Social Marketing Activity
Regional Reports
for The State of California
as Reported by the
Semi-Annual Activity Report (SAAR)
for Federal Fiscal Year 2005**

Prepared for All Reported Contacts by
The Nutrition Network
The California Department of Health Services
Cancer Prevention and Nutrition Network
Research and Evaluation Unit

Behavioral Risk Factor Surveillance Survey Report
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Semi- Annual Activity Report
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Principal funding is provided through the *California Nutrition Network* of the California Department of Health Services by the USDA Food Stamp Program. UDSA is an equal opportunity provider and employer that helps limited income California families buy nutritious foods like fruits and vegetables for better health. For more information and to see if your family might qualify for Food Stamps, please call 1-888-328-3483.

Authorization of Use Statement

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Regional Reports: An Introduction

The enclosed report provides you with a picture of two types of regional data:

- For all 11 regions and for the state as a whole, a profile of the population on behaviors/conditions that your *Network* and Collaborative interventions and activities address: fruit and vegetable consumption, physical activity, obesity, obesity + overweight, and food insecurity
- Your own region's *California Nutrition Network for Healthy Active Families* activities for the Federal Fiscal Year 2005 (October 1, 2004 – September 30, 2005)

The population data comes from a CPNS analysis of the California 2005 Behavioral Risk Factor Survey (BRFS). Each region receives the same set of tables since all regions and the state total are presented together on each chart. This is appropriate since BRFS data is a picture of the population and the recommendations and expectations for the population are the same regardless of where in the state the population is located. There are two sets of BRFS data for fruit/vegetable intake, physical activity, obesity/overweight, and food insecurity. The first set compares the total population of the regions with one another and with the state as a whole. The second set makes the same comparison, but divides the total population into those living in households earning less than 200% of the Federal Poverty Level (FPL) and those living in households at or above 200% FPL, the closest way that the data are collected that allow for analysis of households less than or equal to 185% FPL.

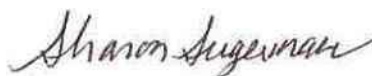
Note that fruit and vegetable consumption is expressed as an average of times/day rather than servings or percent eating a certain amount a day. We feel this presentation most accurately reflects the method by which the data are gathered, as well as the changing recommendations.

BRFS data were analyzed and prepared by Patrick Mitchell, DrPH, MA and Wanda Miller. For questions about the BRFS charts, contact Patrick pmitchell@dhs.ca.gov.

The picture of your regional activities comes directly from the two SAARs submitted for FFY 2005. It includes data submitted both from the RNN, as well as data from all the local contractors within the region. For each region, there is one type of table for Channels Used and six types of tables for Social Marketing Tools applied. Each type of table is presented four times: first for all the local contractors from your own region, second for your region's RNN SAAR data, third for all California local contractors, and fourth, for all eleven California RNN SAARs. We have included data for both all California local contractors and for all California RNNs so that you can see what proportion of each activity came from your region. However, due to extreme differences in population size and amount of local contractor coverage in different regions, it is not appropriate to compare one region to another.

SAAR data were compiled, analyzed and prepared by Alexandra Ossa, MPH and Andrew Bellow, BA. For questions about the SAAR tables, contact Alexandra aossa@dhs.ca.gov.

We hope you will find this information useful for regional program planning purposes.



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